

INTISARI

Penelitian ini bertujuan untuk mengetahui apakah kualitas layanan dan *brand image* mempunyai pengaruh terhadap *word of mouth* yang dimediasi oleh kepuasan konsumen. Populasi yang digunakan dalam penelitian ini yaitu konsumen pengguna jasa bengkel AHASS Motor Cabang Gedangan yang bertempat di Jl.Raya A Yani NO.133 Gedangan , Sidoarjo – Jawa Timur. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel yang diperoleh sebanyak 98 responden. Teknik analisa yang digunakan dalam penelitian ini adalah metode analisis jalur (*path analysis*).

Hasil pengujian menunjukkan bahwa kualitas layanan berpengaruh signifikan dan positif terhadap kepuasan konsumen, *brand image* berpengaruh signifikan dan positif terhadap kepuasan konsumen. Kepuasan konsumen terbukti berpengaruh signifikan dan positif terhadap *word of mouth*. Pengaruh kualitas layanan dan *brand image* terbukti signifikan terhadap *word of mouth*. Hasil ini menunjukkan bahwa kepuasan konsumen dapat memediasi pengaruh kualitas layanan dan *brand image* terhadap *word of moth*. Hasil pengujian ini juga menunjukan besaran pengaruh langsung kualitas layanan dan *brand image* terhadap *word of mouth* lebih besar dibandingkan besaran pengaruh tidak langsung kualitas layanan dan *brand image* terhadap *word of mouth* melalui kepuasan konsumen.

Kata Kunci : *Word of mouth, path analysis*

ABSTRACT

This research is aimed to find out whether service quality and brand image give influence to the word of mouth which is mediated by customer satisfaction. The population is all customers who have ever used the services of AHASS Motor Branch of Gedangan which is located on Jl. Raya A Yani NO. 133 Gedangan, Sidoarjo - East Java. The sample collection technique has been done by using purposive sampling and the numbers of samples are 98 respondents. The Analysis technique has been done by using path analysis method (path analysis).

The results indicate that service quality gives significant and positive influence to the customer satisfaction, brand image gives significant and positive influence to the customer satisfaction. Customer satisfaction has been proven to give significant and positive influence to the word of mouth. The influence of service quality and brand image have been proven to be significant to the word of mouth. These results indicate that customer satisfaction can mediate the influence of service quality and brand image to the word of mouth. The results of this test also show that the magnitude of the direct effect of service quality and brand image to the word of mouth is greater than the numbers of indirect influence of service quality and brand image to the word of mouth through customer satisfaction.

Keywords: Word of mouth and path analysis

